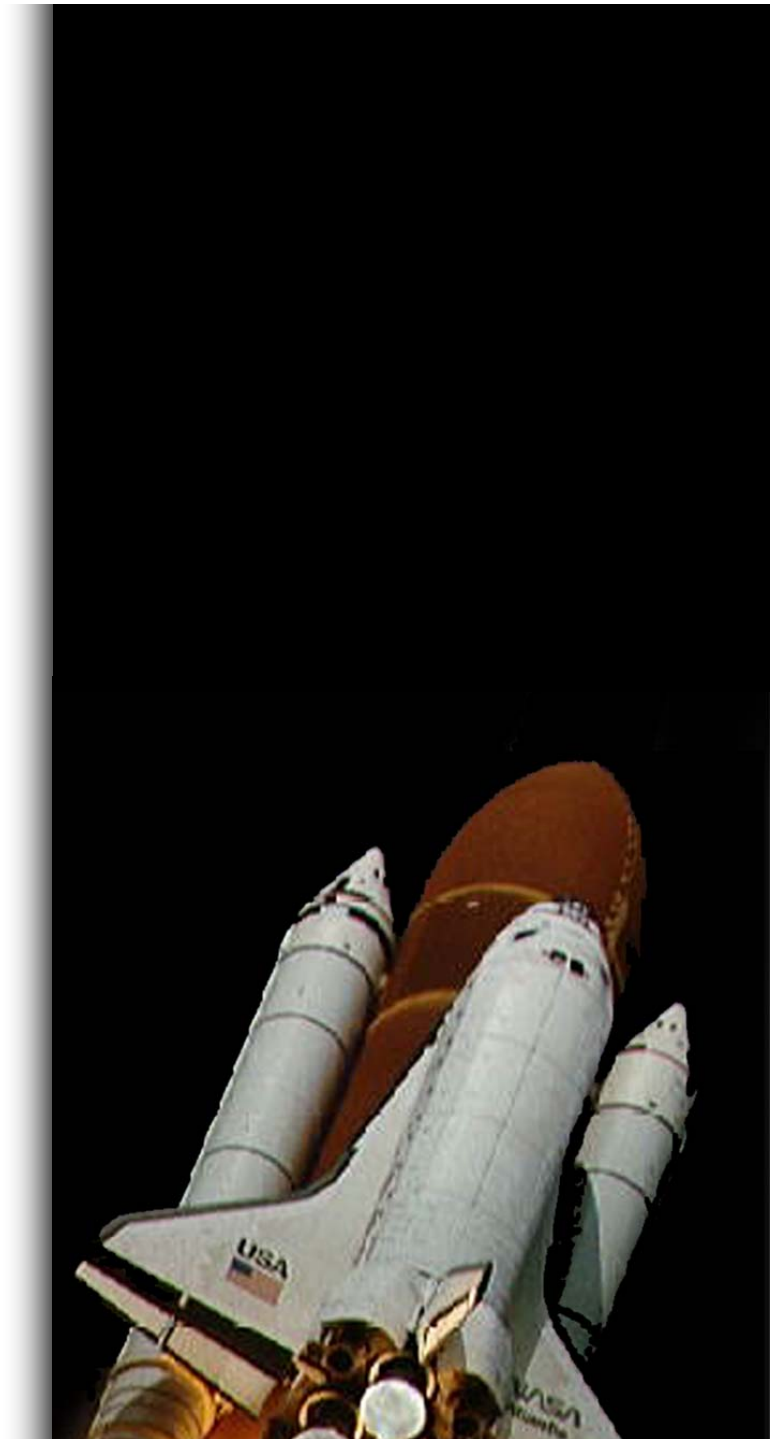


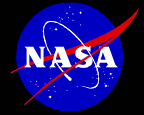
# KSC Public Affairs

Lisa Malone  
Education/Public Outreach  
April 2010





# KSC Public Affairs



## AGENDA

- MEDIA EVENTS
- LAUNCH EVENTS
- COMMENTARY
- WEB
- LANDING
- MEDIA BADGING



# Overview



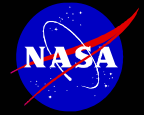
PAO provides media with tools to inform the public about NASA's programs

- Information
- Imagery
- Interviews
- News briefings
- Access to experts and flight hardware
- Access to the space center to cover events, live broadcasts
- Timely and accurate manner





# TV, Imagery, Web and News Releases



## KSC Major Processing Events:

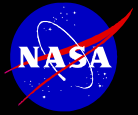
- Shuttle and Expendable Launch Vehicle launches
- Countdown tests with astronauts
- News briefings
- Vehicle processing
- Rollover to the VAB, stacking, rollout to the pad
- Payload delivery to the launch pad
- Landing

## *KSC news releases, web updates:*

- Rollout, TCDT, Launch Countdown, Landing
- News Room Office hours, news conference schedule, badge info
- Mission Fact Sheet, Press Kits, Weather, Info
- Restrictions on access to beaches and gates on launch day



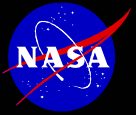
# Media Events



- **Shuttle Crew Activities**
  - TCDT: Media Q&A at launch pad bunker (or auditorium)
  - Launch: Crew arrival photo Op, STA photo Op
  - Crew Walkout, Crew module strap-in camera
  - Landing statement, news conference
- **Media Briefings**
  - Countdown Status Briefings on L-1 thru L-2
  - Pre-launch Press Briefing on L-2
  - Post-launch at L + one hour
- **Media familiarization tours**
- **Remote camera setups at Launch Pad**
  - 135 cameras set up on L-1 from news orgs



# Media Badges



- Media Mission Badges:
  - Issued to resident media needing frequent access to the LC-39 Press Site (unescorted access to the Press Site)
  - Extended hours allowed for Media access to Press Site during mission
  - On-line accreditation process
  - Badging office on south entrance to KSC

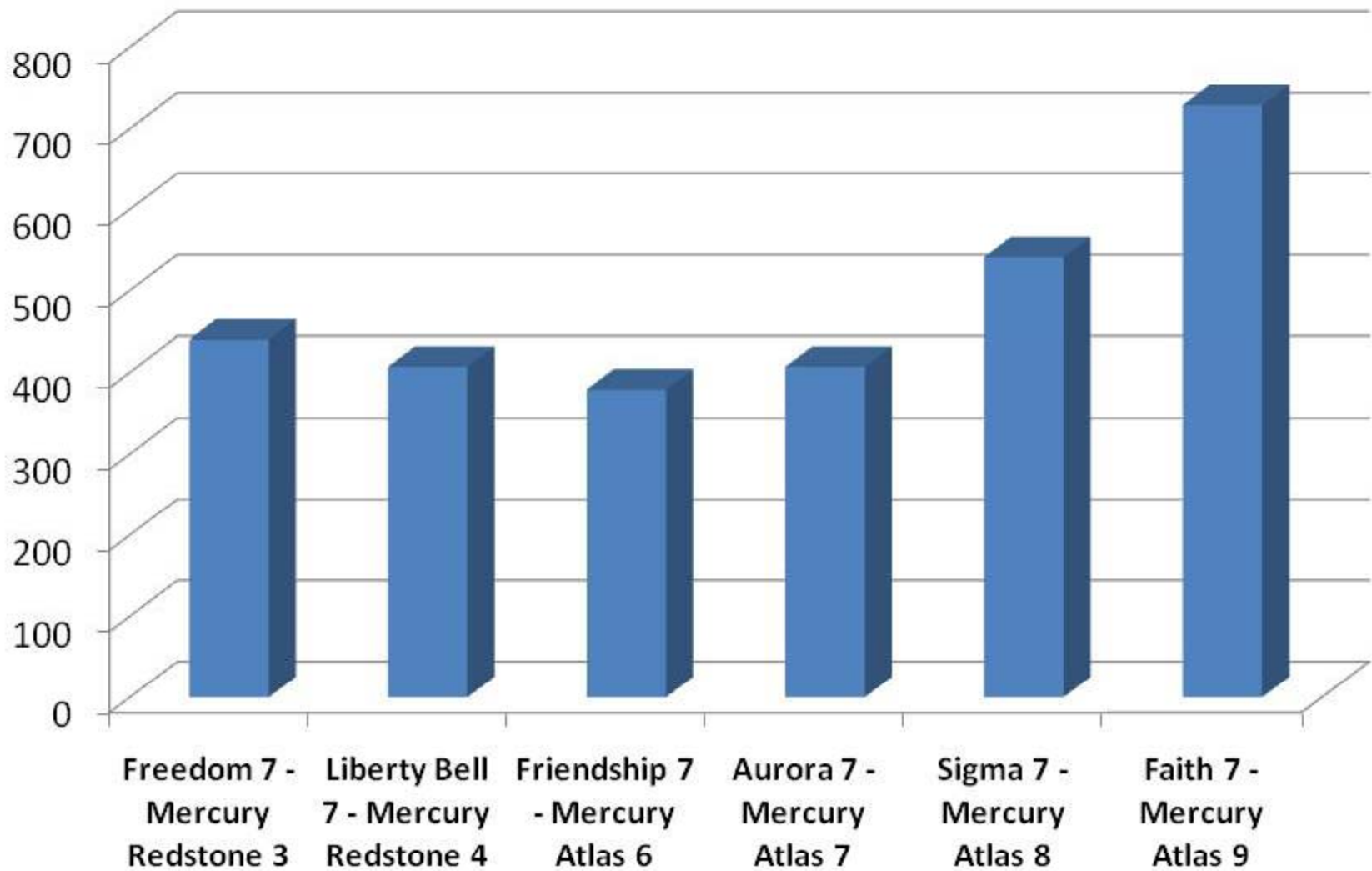




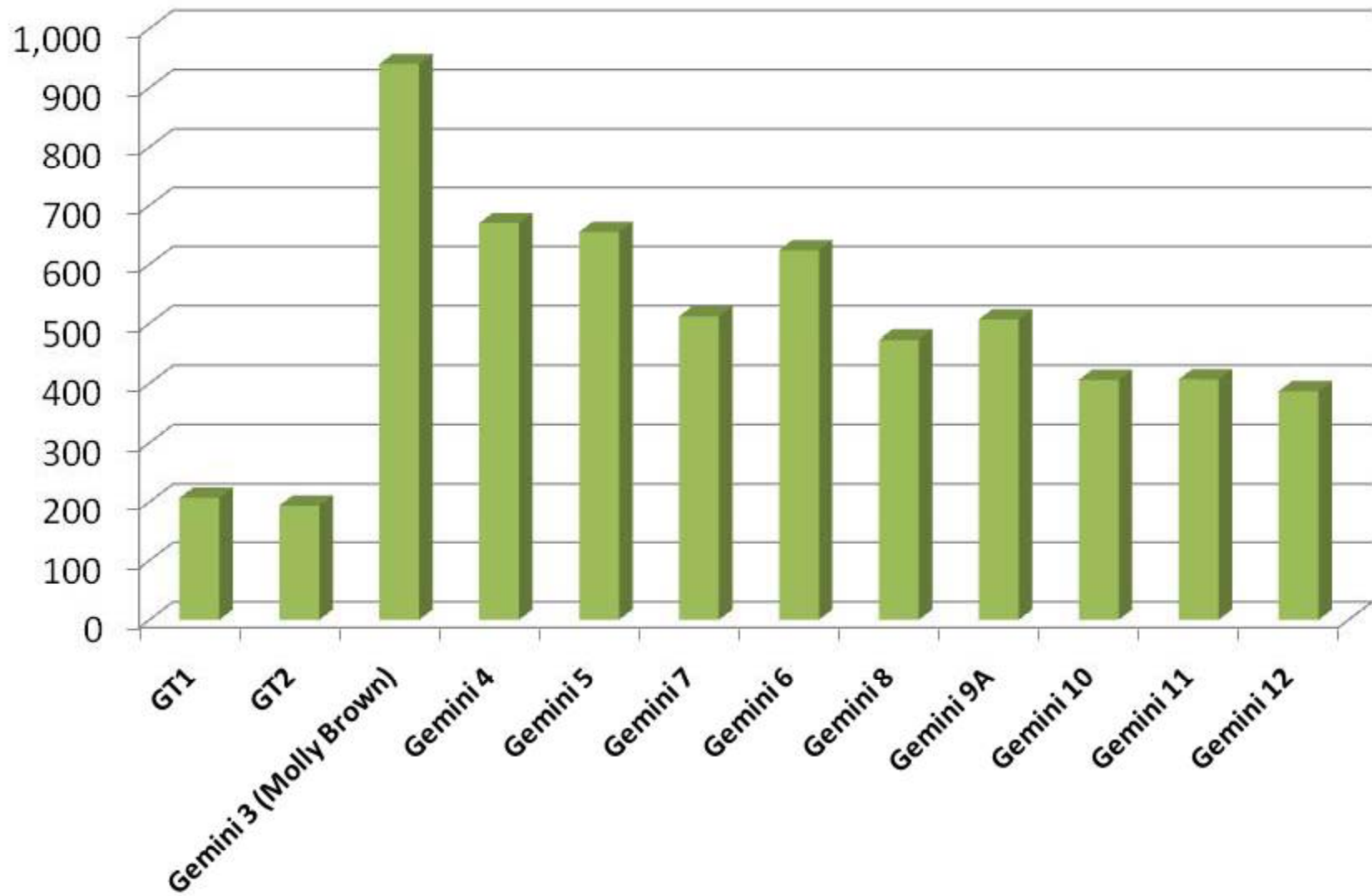




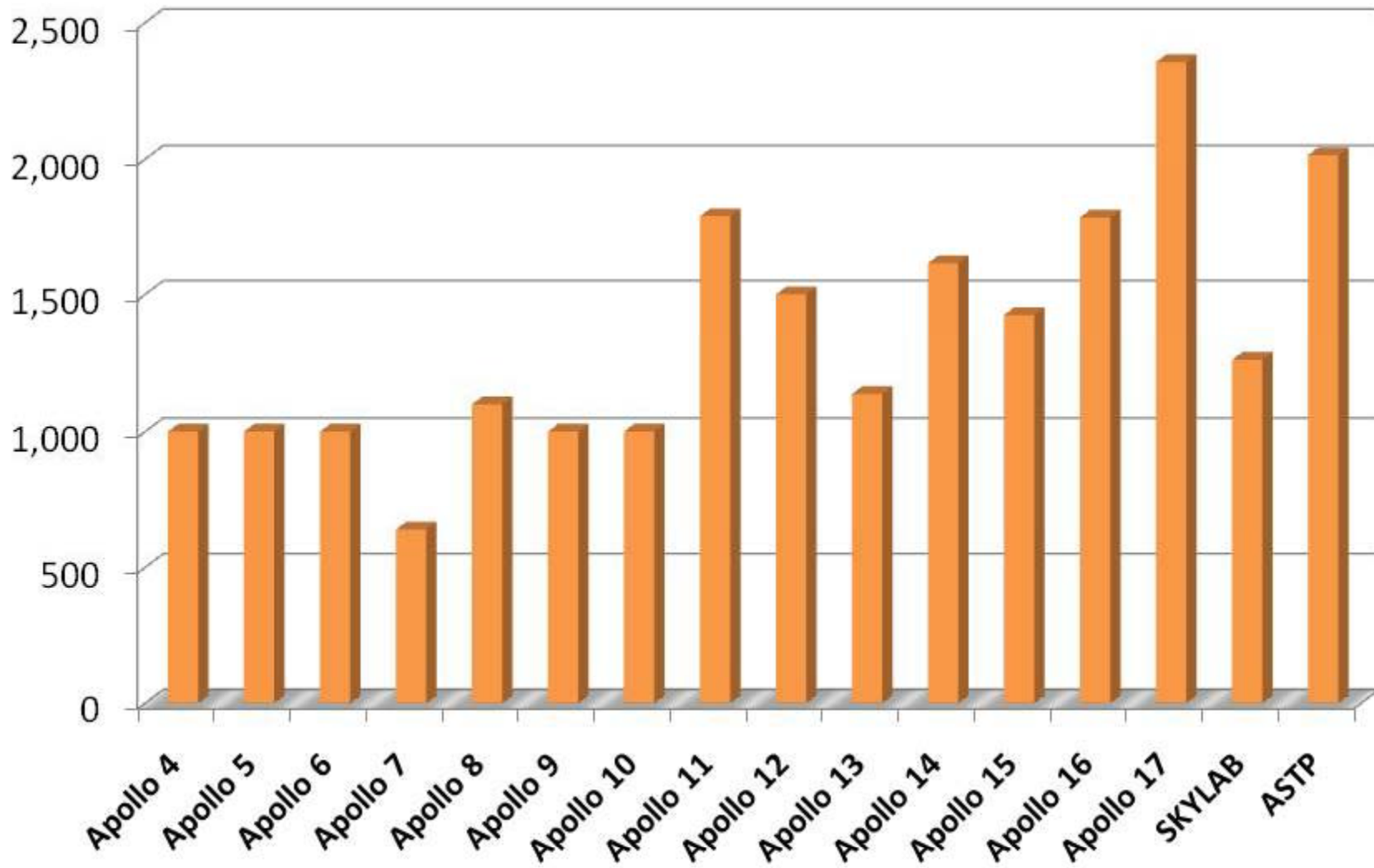
## Mercury Launches



## Gemini Launches

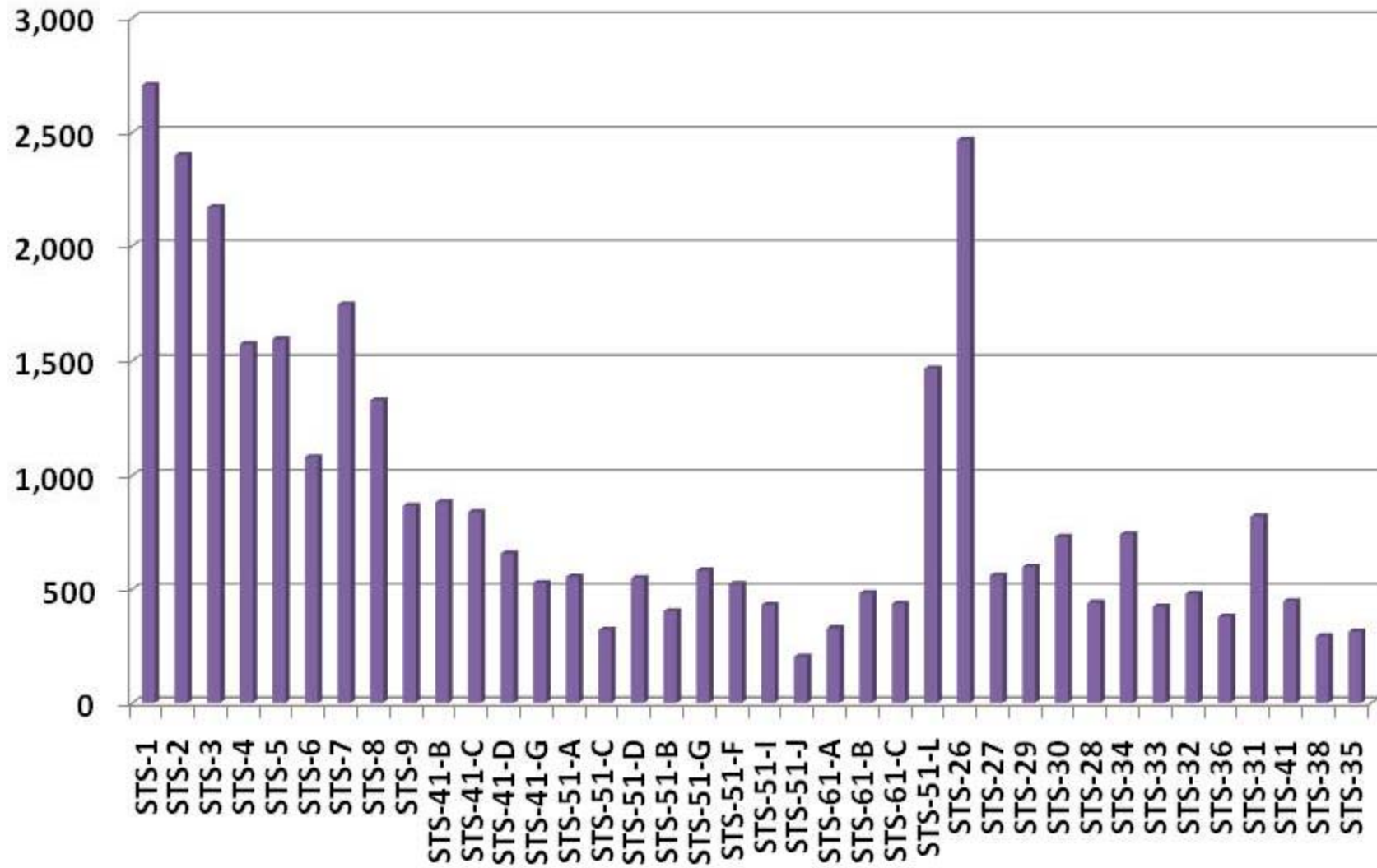


## Apollo Launches



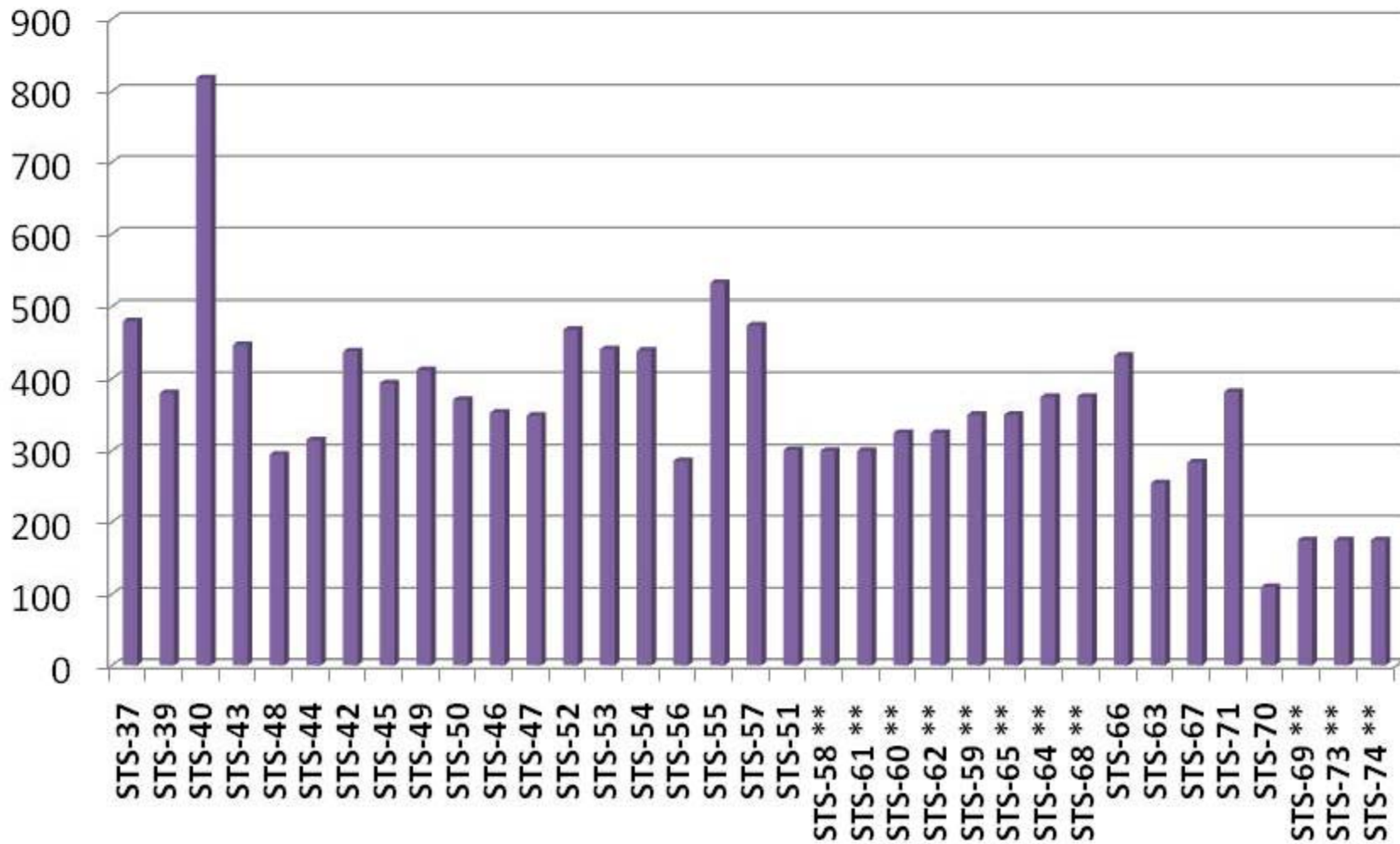


## Shuttle Launches 1981 - 1990



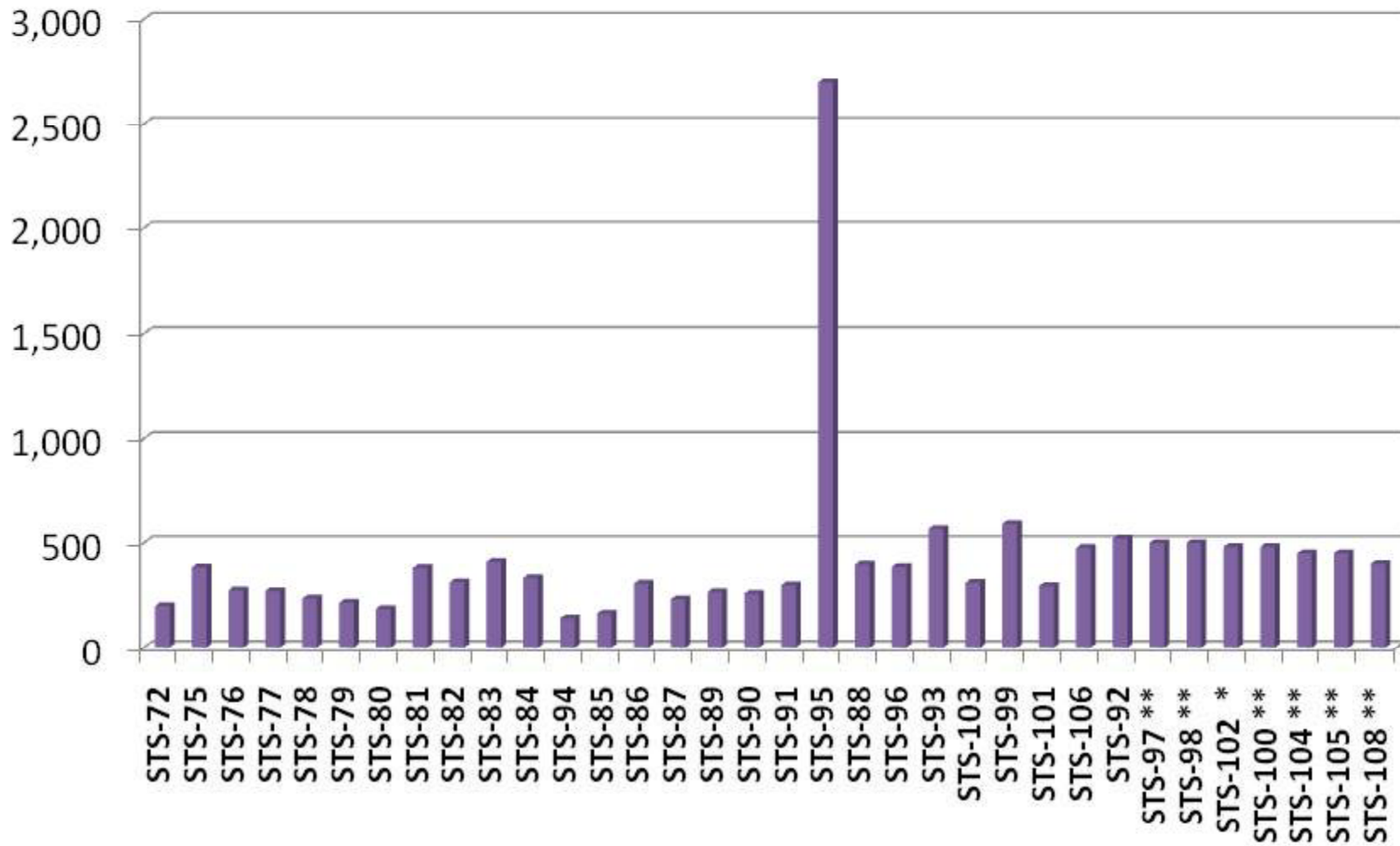
## Shuttle Launches 1991– 1995

*(Launches marked with \*\* contain estimated data)*



## Shuttle Launches 1996 – 2001

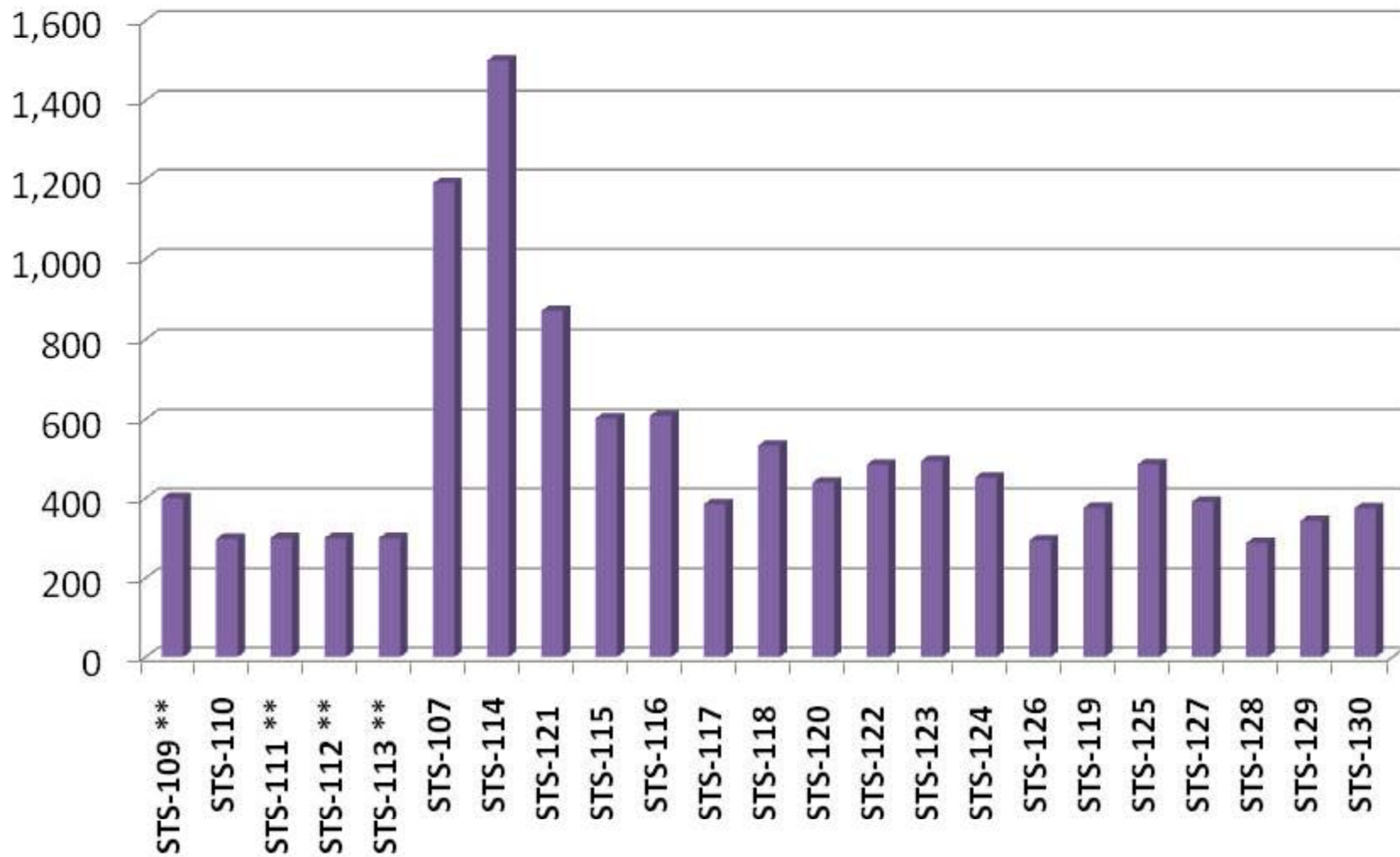
*(Launches marked with \*\* contain estimated data)*



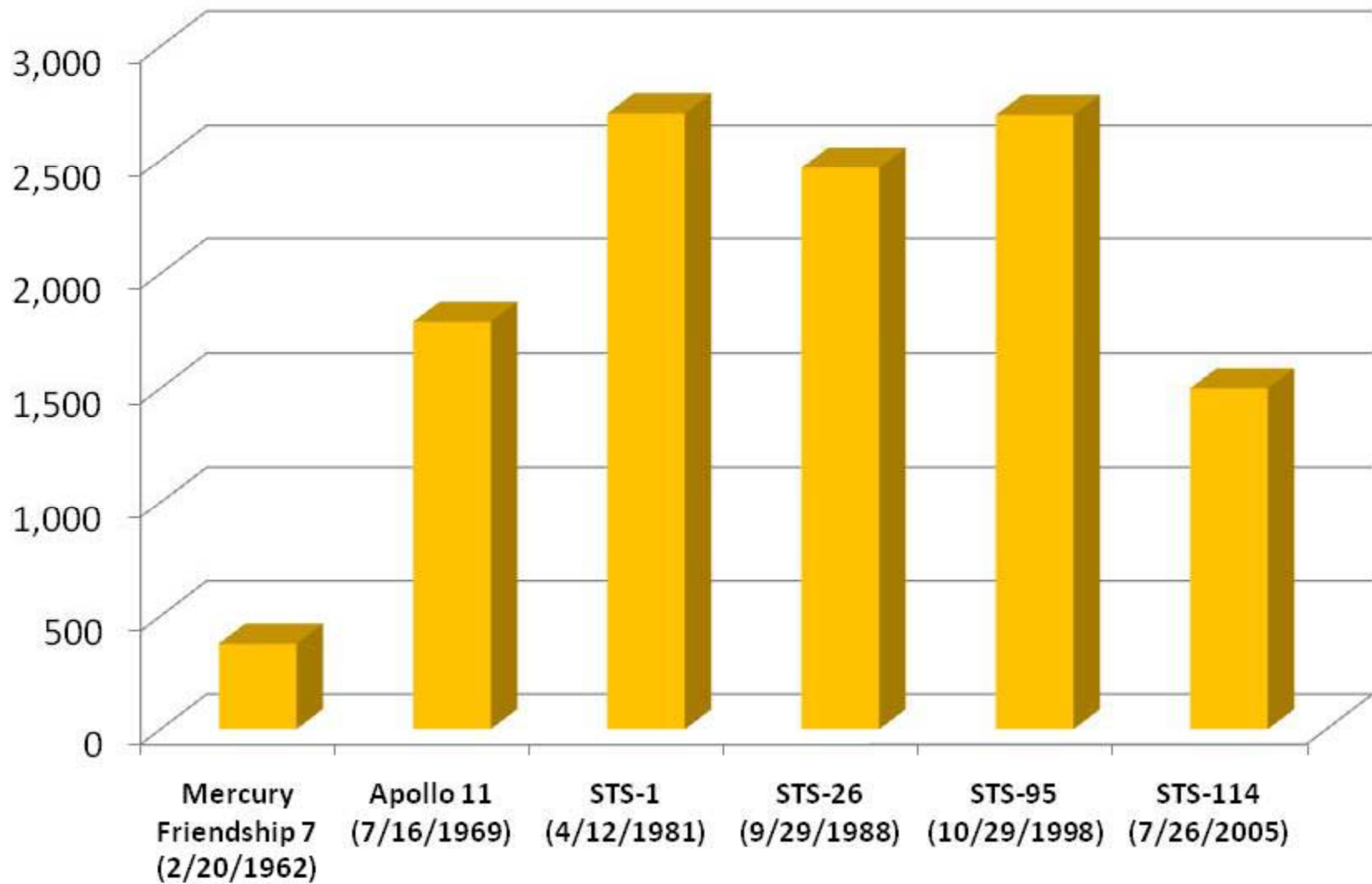


## Shuttle Launches 2002 – 2010

*(Launches marked with \*\* contain estimated data)*



## Milestone Launch Media Attendance Comparison



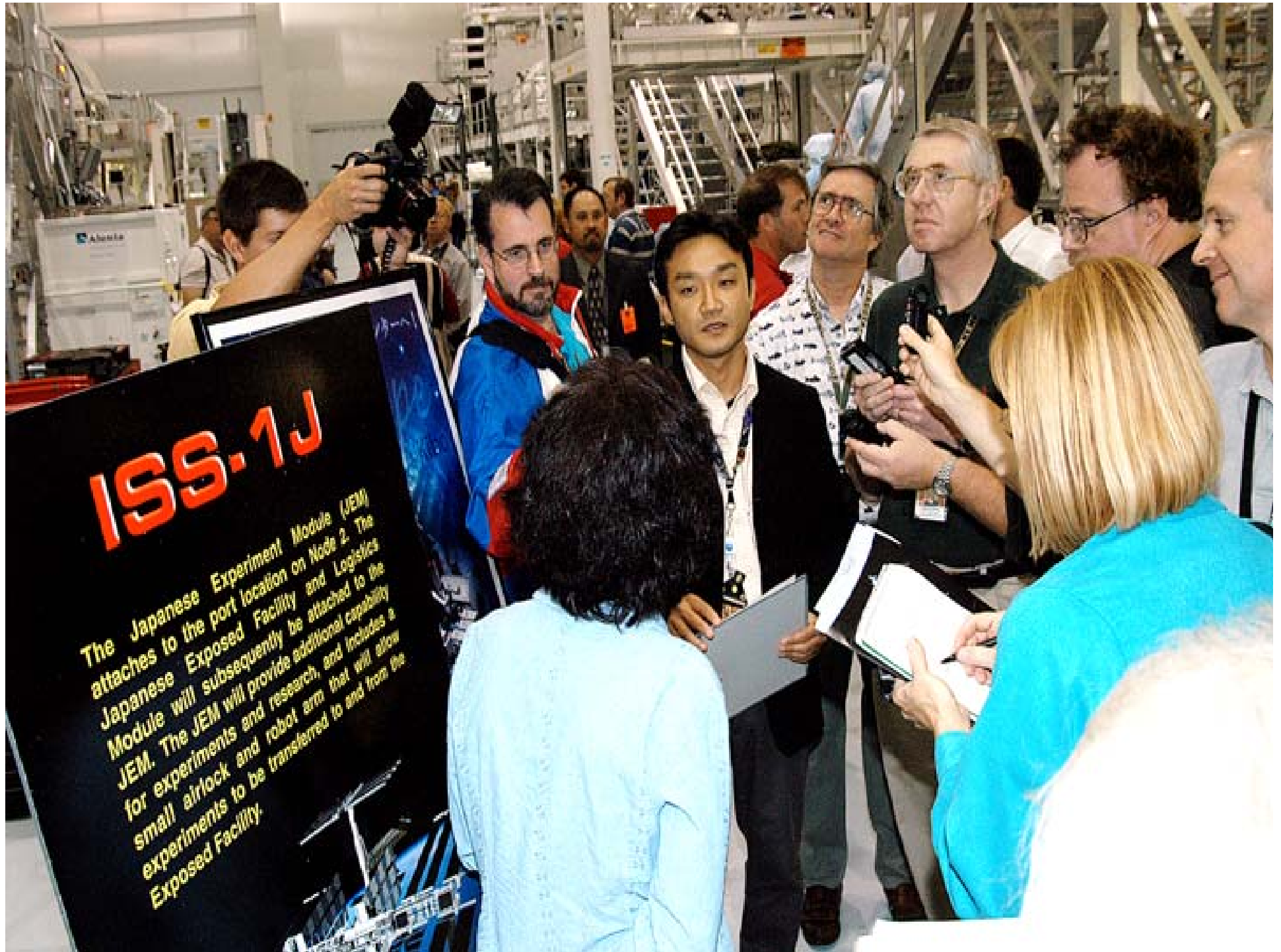












# ISS-1J

The Japanese Experiment Module (JEM) attaches to the port location on Node 2. The Japanese Exposed Facility and Logistics Module will subsequently be attached to the JEM. The JEM will provide additional capability for experiments and research, and includes a small airlock and robot arm that will allow experiments to be transferred to and from the Exposed Facility.





# KSC Complex 39 Press Site























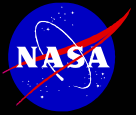








# Launch Commentary



Begins L- 9 hours with tanking

## Events highlighted

- Tanking
- Crew breakfast
- Suit-up activities
- Depart crew quarters
- Final Inspection Team
- Crew arrival at launch pad
- White Room with crew
- Strap-in activity
- Hatch closing
- Launch team poll "go/no-go" for launch
- Launch, mission, touchdown



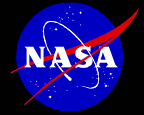








# Web



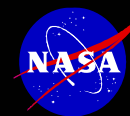
- Launch Blog updates during terminal countdown
- Follows NASA TV commentary
- NASA/KSC TV and Photo imagery
- Other mission info will be posted
  - flight crew seating arrangement, SRB ship status
  - team info and bios (C squared, launch director)
- Twitter, Facebook, Youtube
- Tweet Up – November 2009, future flights







# Social Media



Requested Pages (March 21-27)		
KSC Web	/centers/kennedy/	279,767
Shuttle	/mission_pages/shuttle/	496,359
Education Site	/offices/education/centers/kennedy/	3,460
Media Archive	/mediaarchive.ksc.nasa.gov/	171,752
Top KSC Video	ksc_030410_goesp_launch.wmv	6,105
Requested Social Media (March 21-27, cumulative)		
Twitter	Followers	39,309
Twitpic	Photos	75
Facebook	Fans	10,119
YouTube (KSC Videos)	Subscribers	1,586
	Views	362,400
	Videos	122
YouTube (NASAKennedy)	Subscribers	4,862
	Views	204,596
	Videos	104





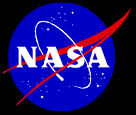








# Landing



- Media are bused to SLF mid-point (live trucks permitted)
- Media photographer at L+ 1 hour - wire Photo Op
- Commander statement at microphone live
- L+6 hour crew post-landing news conference
- L+1 day crew Photo Op at departure





# End of Shuttle



- Highlight the legacy of the Space Shuttle in NASA's Human Space Flight program
- Provide coverage for media on site
- Film and documentary crews on site CNN, BBC, Smithsonian, Discovery, etc.
- Extra in-house photography in HD of ground processing with new angles, new equipment
- Web stories highlighting unique jobs by employees "In their own words"
- Planning for increased media attendance for final flight
- Networks are planning to build stages, live coverage, interviews, stories
- End of Shuttle story angles, job layoffs, future direction

